Name-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Multiple Choices

1. What is Promotion?
2. Any form of communication.
3. Exchange of information.
4. The products maker.
5. All of they above
6. What is effective communication?
7. Any form of communication.
8. Exchange of information.
9. The product maker.
10. All of the above.
11. What are the two types of promotion?
12. Manual promotion & auto promotion
13. Personal promotion & auto promotion
14. Short promotion & long promotion
15. Mass promotion & personal promotion
16. What is personal selling?
17. In-direct communication.
18. Advertising.
19. Direct communication.
20. All of the above
21. What is advertising?
22. Face-to-face meeting with customer.
23. Showing product to a lot of customers at the same time.
24. Mass media communication.
25. Both B & C
26. Both C & A
27. All of the above

Matching

1. Advertising A. direct, individual communication
2. Personal-selling B. any form of communication
3. Promotion C. Any paid form of mass media
4. Effective communication D. exchange of information so there’s a common understanding

VERY-short answer

1. What was the main point of this presentation?

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